

# PRESS CONTACTS



## Why good relationships are important:

To get the best out of the local media, it is important that you have a good relationship with the people who work in it. Here are some top tips:

**Get a name** – sending your first press releases to a general news desk is fine, but you are likely to get a better response if you can make contact with someone. Look through your local paper for the name of a journalist concerned with your area of work.

**Keep in touch** – communicate regularly with your press contacts to make sure they don't forget you, or worse, move elsewhere without you knowing!

**Know their deadlines** – find out when the deadlines are for your contacts and send your press releases well in advance. Anything received less than a day before they go to print is unlikely to be used.



## Local media in Solihull:

Name	Type	Contact details	Published
Solihull News	Newspaper (weekly)	<a href="mailto:solihull_news@mrn.co.uk">solihull_news@mrn.co.uk</a>	Fridays
Solihull Observer	Newspaper (weekly)	<a href="mailto:editor@solihullobservers.co.uk">editor@solihullobservers.co.uk</a>	Thursdays
Birmingham Post	Newspaper (weekly)	<a href="mailto:thepost@mrn.co.uk">thepost@mrn.co.uk</a>	Thursdays
Evening Mail	Newspaper (daily)	<a href="mailto:leda.reynolds@birminghammail.net">leda.reynolds@birminghammail.net</a>	Daily
Castle Bromwich Gazette	Newspaper (monthly)	<a href="mailto:editorialgazette@aol.com">editorialgazette@aol.com</a>	Monthly
BBC Radio WM	Radio	<a href="mailto:bbcwm@bbc.co.uk">bbcwm@bbc.co.uk</a>	Daily
BBC Midlands Today	TV	<a href="mailto:midlandstoday@bbc.co.uk">midlandstoday@bbc.co.uk</a>	Daily
Central News	TV	<a href="mailto:centralnews@itv.com">centralnews@itv.com</a>	Daily

